

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO.

Clearing Sale of Parasols.

85c. to \$2.08. Were \$2.00 to \$10.00.

A regular July clearing up of all our women's and children's parasols, and at prices that don't begin to pay for their making even.

AT 98c. WERE \$2.00 TO \$10.00—All silk parasols, plain coatings, hemstitched, fancy borders, all colors and designs, better than any other.

AT \$1.29 WERE \$4.00 AND \$3.50—All silk parasols, plain coatings, hemstitched, fancy borders, all colors and designs, better than any other.

AT \$2.49 WERE \$4.00 TO \$5.98—All silk parasols, plain coatings, club coatings, to let, hemstitched, and pongee batiste silk lined, black silk; all colors and designs.

AT \$1.98 WERE \$4.00 TO \$10.00—Women's fancy ruffled and tucked parasols, black, black and white imported materials.

AT 45c. WERE 79c.—Children's silk parasols, coaching and ruffle styles.

AT 79c. WERE \$1.29—Children's parasols, 1 ruffle, 2 ruffles and hemstitched; all are silk.

AT 98c. WERE \$2.00—Children's parasols, all over ruffle.

AT \$1.29 WERE \$2.50—Children's silk parasols, tucked border, all over ruffle, large size.

Girls' Summer Dresses.

THE READY-TO-WEAR for the grown-up as well as the little girls, and at prices that barely pay for the making, and the newest things out, too.

AT \$1.98—Misses' mercerized linen skirts, new knitted effects, blue, tan and oxblood, 37, 39 and 40 inches.

AT 98c., REGULAR \$1.45—Girls' guimpe dresses of percale, neatly trimmed with bands of turkey red and white pique collar; also finished with double ruffle; gathered skirt is extra wide; sizes broken.

AT \$2.50, REGULAR \$4.98—Girls' fancy lawn dresses of guimpe and high neck effects, some trimmed with double ruffles of linen lawn, others with insertion, blue, red and pink, sizes 6 to 12 years.

AT \$1.98, REGULAR \$3.98—Girls' dimity dresses, guimpe and high neck effects, prettily trimmed with linen bands; others with ruffles of self color, full gathered skirt, sizes 4 to 12 years.

AT \$3.98, REGULAR \$6.98—Girls' reefers, sea-shore or mountain wear, covert, lined throughout with satin, finished with stitched bands, box front, loose back.

AT \$4.98, REGULAR \$7.25—Misses' jackets, covert, half lined with satin, cloth strappings.

Cotton Dress Goods.

Offers of Startling Interest.

A trio of popular dress fabrics at the lowest prices ever offered for the qualities, as follows:

5c. for 15c. Printed Dimities and Batistes.

Dimities that sell in the regular way at 15c.—the styles and colorings of the batistes are right up to date—best combinations ever seen.

15,000 Yds. Gingham at 9c. Yd.

All the best shades such as light blue, green, pink, coral, ecru, gray, royal and tan in a great variety of new and up-to-date stripes.

Boys' and Men's Shirt Clearance.

All at 39c. Values Up to 75c.

This sale is opportune, too, for the wearing time is upon us.

FOR MEN.—Percale negligee shirt of good wearing qualities, in sizes 15½, 16, 17, 18½, 19, at 39c. Also unlaundered shirts, splendidly made, some of which regularly sold at 75c. and \$1.00 each, in sizes 15½, 16, 16½, 17, 17½, 18, 18½, 39c.

FOR BOYS, at same counter.—325 of this season's percales and madras smart looking shirts, strongly and well made, and not a shirt in the lot that is not a full 75c. value. Some have 2 separate collars, others collar and cuffs attached, and then others have the neckband for wear with the white collar. Mostly in sizes 13½ and 14, 39c. In this lot we have put for quick clearance about 5 dozen boys' unlaundered shirts in size 13½, that have sold in our stock at prices up to \$1.00 each. The earliest to the counter will secure their size if among the sizes designated.

79c. FOR MEN'S \$1.00 AND \$1.25 MADRAS SHIRTS.—Beautiful woven madras color and stripe combinations that are correct in every way. Made and finished just as well as the \$1.50 shirt. One pair link cuffs with each shirt.

50c. FOR NIGHTSHIRT.—Same shirt as we've told about before—hundreds of dozens sold to pleased purchasers. They are made of one of the best cambrics possible to put into nightshirts usually sold at a 15c. more. Neatly trimmed, 3 pearl buttons, collarless, sizes 14 to 19.

MEN'S WASH TIES, 50c. AND 25c. KINDS FOR 12½c. EACH. There are the batwing, butterfly and narrow four-in-hand in beautiful striped madras.

Frederick Loeser & Co.

BROOKLYN.

For All Who Wear Stockings and Underwear.

The Best of Our Annual Midsummer Sales.

Every Previous Event Vanquished.



Incessant progress again marks an incomputable Loeser benefit to Brooklyn through this semi-annual sale. As with wheat and flour the price fluctuations of hosiery and underwear are generally very narrow, a fact which in itself makes this half-price sale all the more phenomenal as well as masterful. It will need but a cursory investigation to prove to any one that the benefits of this year's sale are far greater than those of previous years. While it is a fact that the prices of hosiery are steadily advancing, it is also a fact that a great many surplus stocks, of underwear particularly have been offered at sacrifice prices, due to the slow consumption because of the cool season. We have been in closer touch than ever before with every movement in the market, and have been able to take advantage of every fluctuation that would reap you a benefit. The merchandise is in every way up to the highest standard of quality, style and shape, and speaking plainly, merchandise that cannot be replaced to-day at our present selling prices. In the lot are:

Thousands of Makers' Samples and Broken Lots

which, because they are samples, are the very best product of the very best skill of the very best makers and guaranteed perfect in every respect. The variety is numerous, touching the needs of all men, all women, all children and all babies. The sale is opportune because timed to meet the largest welfare of the largest number and is already an assured success.

Stockings.

AT 10c. INSTEAD OF 15c.—Children's extra heavy black ribbed cotton stockings, spliced heels and toes, with double knees; sizes 6 to 9½. Just the thing for country wear.

AT 12½c. INSTEAD OF 25c.—Women's fine gauge, full fashioned black cotton stockings, spliced heels and toes; also fancy striped and black grounds with white polka dots.

AT 19c. INSTEAD OF 35c.—Women's colored cotton and lisle thread stockings, stripes, two tone, plain and ribbed stainless black; also men's striped, embroidered, tan and stainless black cotton socks and embroidered lisle.

AT 25c. INSTEAD OF 50c.—Women's colored lisle thread stockings, assorted stripes, lace effect, plain and ribbed stainless black.

AT 3 PAIRS FOR \$1.00 INSTEAD OF 75c. PER PAIR—Women's colored lisle thread and cotton stockings, stripes, two tone, embroidered and stainless black.

AT 50c. INSTEAD OF \$1.25—Women's superior quality colored lisle thread stockings, striped, embroidered, lace effects, vertical stripes. These goods are samples of the best and latest spring novelties.

Underwear.

AT 10c. INSTEAD OF 15c.—Children's white ribbed vests, high and low neck, with short

sleeves; also a small lot of drawers trimmed with lace.

AT 12½c. INSTEAD OF 19c.—Women's ribbed white cotton vests, low neck, no sleeves, nicely trimmed at neck and arm.

AT 19c. INSTEAD OF 29c.—Women's fancy rib, white lisle thread vests trimmed with silk at neck and arms, low neck, no sleeves.

AT 3 FOR \$1.00 INSTEAD OF 50c. EACH—Men's light weight Eton halibutan shirts, self fronts, long and short sleeves, also drawers with double seats to match. Size shirts, 34 to 44; drawers, 30 to 42.

Silk Underwear at Lowest Prices Known.

AT 69c. INSTEAD OF \$1.00—Women's silk mixed ribbed vests, trimmed with crochet

trimming at neck, low neck, no sleeves, pink, sky, cream, black and lavender.

AT 89c. INSTEAD OF \$1.25 TO \$1.50—Women's ribbed silk mixed vests, handsome crochet trimming at neck, in pink, sky, lavender, cream and black.

AT \$1.10 INSTEAD OF \$1.75 TO \$2.25—Women's superior quality all silk ribbed vests, trimmed with all silk crochet trimming at neck, low neck, no sleeves, pink, sky, cream, white and black.

Clearing Sale of Silks, And the Prices Are Half.

The month of July—the month for clearing up stocks—opens up with some silk opportunities of far more than usual interest—economies of far-reaching force.

AT 49c. INSTEAD OF \$1.00—2,500 yards printed Liberty satins.

AT 59c. INSTEAD OF 98c.—2,000 yards 24-inch colored crepe de Chine.

AT 49c. INSTEAD OF \$1.00—1,500 yards 27-inch Japanese corded wash silks.

AT 49c. INSTEAD OF \$1.00—2,000 yards plain and fancy silks.

AT 49c. INSTEAD OF 75c.—700 yards natural colored pongee.

AT 49c. INSTEAD OF 75c.—800 yards black satin foulard.

AT 49c., 59c. AND 69c. INSTEAD OF 65c., 75c. AND 98c.—1,000 yards black taffeta silk.

White Wash Fabrics.

Biggest Savings This Season.

And these are the most fashionable white fabrics made, in a season when white is so deservedly prominent.

AT 15c. FOR 25c. fine mercerized white stripe lawn, suitable for women's and children's waists or dresses.

AT 12½c. FOR 18c. 40-inch plain white India linen, nice, sheer quality.

AT 18c. FOR 29c. plain white reversed stripe batiste, will make very stylish waists or dresses.

AT 15c. FOR 25c. yard-wide fine white batiste, nice sheer quality, will make handsome and cool summer gowns.

AT 12½c. FOR 18c. fancy white lawns in dots and revers stripes.

Merchant Tailoring.

Here's a Real Snap.

AT \$5.00 FOR \$6.00, \$7.00 AND \$8.00 made-to-measure trousers. All our regular clothes for trousers of the \$6.00, \$7.00 and \$8.00 kinds we will make up in our usual faultless style, guaranteed to fit, at \$5.00 a pair—a means to acquaint the uninitiated with our superior merchant tailoring department. It's a snap, for an extra pair of trousers is always a desideratum.

Millinery Clearance.

There are still a few of the following hats left, but they can't last long at these prices:

AT 19c., REGULAR 49c.—Rough and ready Japanese braids, light as a feather, both plain and with velvet binding.

AT 25c., REGULAR 79c. to \$1.25.—Cuba, chip and fancy braids; the shapes are all good, colors light.

ALSO have a look at our very complete assortment of the newest hats for mountain and seaside—linen, duck and felt—prettiest shapes you ever saw—prices popular, too.

All Summer Furniture to Go.

1-4 Reduction from All Prices.

This year's creations of summer furniture reached a perfection, both as regards art and usefulness, never equalled before, and nowhere has its representative found greater display than at Loeser's—the most unique as well as most extensive collection shown any season—and now comes the clearing-up time when we offer all that remains of our stock of reed, mission, porch and old hickory furniture, the most practical and alluring things ever made.

At a Sweeping Reduction of 25 per Cent.,

which means prices under the wholesale cost; there are settees, arm chairs, rockers, odd chairs, tables and even whole suits. The offer is really of a kind to make it worth your while to look forward to another season's need as well as the filling in of the present.

Linoleums and Oil Cloths.

Our Yearly Clearance of Remnants.

And naturally with our increasing business you will find a larger quantity and a larger assortment than ever before, but even so we will not have enough to supply every one, for we never have had in the past. Come before noon. All the short ends and odd pieces of linoleums and oil cloths. Prices run thus:

19c. per square yard for 35c., 40c. and 50c. oil cloths.

29c. per square yard for 50c., 60c., 75c. and 90c. linoleum.

59c. yard for \$1.50 and \$1.65 inlaid linoleum.

NEW POWER SOUGHT IN NAPLES

A PROBABLE CHANGE THAT WILL AFFECT OUR IMMIGRATION.

If the Force of the Waterfalls Now Going to Waste is Utilized in Lieu of Costly Imported Coal the Italian Can Work at Home and is Likely to Stay There.

NAPLES, Italy, June 27.—One of the fascinating qualities of this old city lies in its combination of great beauty and great ugliness. The turquoise bay, the purple mountains, the everlasting mystery of the volcanic, the labyrinthine streets with their vine-clad, bright-hued houses, the shrines and flowers and fountains—these things are an intoxication to the visitor from the shores of our more prosaic republic.

On the other hand, there is a fifth unspeakable: there is a fifth beyond imagination, there are unfathomable depths of poverty whose surface is patent to the eye of every casual observer, and the visitor asks why it is.

It has been the fashion of Naples for many years for the upper class to hold aloof from politics and all matters of public weal. The Bourbon dynasty taught

them this, if perchance they had not learned it before, and as in every civic body there are always a careful few who profit by the shortcomings of the majority, Naples has had its Camera as New York has its Tammany Hall. Public offices have been sold and public funds have been misappropriated.

It is not necessary to continue the description. A Government investigation has been held, but no amount of investigation can permanently remedy civic disorders. The cure must come from within, and the more thoughtful citizens are now looking the problem squarely in the face and are seeking remedies for their municipal ills.

Naples is in a most exceptional economic condition. Her population is steadily increasing, yet consumption decreases. Bank deposits, business accounts, the distribution of public revenue, all denote a most painful financial condition. Industrially and in the way of maritime commerce she now occupies a very humble position among the cities of Europe.

The horrid details of professional begging need not be rehearsed, but aside from the lower classes who indulge in this lucrative business there are vast numbers of others who have practically no means of livelihood. They may be seen at any hour of the day asleep on church steps, curbstones and against walls. They do

not sleep necessarily because they are lazy. They sleep because they are weak from under-feeding and because there would be nothing for them to do should they stay awake.

Their sleep seems on the whole quite justifiable. The very poor man will work if he has an opportunity.

Industrial life in Naples has decayed because the Italian product of iron is light and because all the coal employed to run machinery must be imported from Germany, England or the United States. It is not possible that any city or nation should compete with the industries of other cities or nations under such conditions, or even supply work to its own people. But the city of Naples has the material conditions requisite to an industrial transformation—the advantageous situation of the port, the easily accessible and abundant crops and the existence of a large population.

Chiefest of all is Naples' advantage in water power. It is through the great and as yet untutilized forces of rivers and waterfalls that the city may hope for an industrial rebirth. It is estimated that in Naples alone a hydraulic force of 50,000 horse-power is available for the production of electricity. If this power of Italian waterfalls can be substituted for the coal power imported from other countries at increasing expense, the renaissance of Neapolitan industries

may become a fact at no very distant day. Then the poor will be able to find employment in shop and factory, and gradually the Borghese, very imitative people, will learn the advantages of systematic earning and join the ranks of the world's workers.

No innovation can be made without some outlay of capital, but Naples, with her university, is the industrial, political and moral centre of southern Italy, and her influence extends beyond her own region as does that of no other Italian city. Says Prof. Nitti of the Royal University of Naples: "When one city through location, history and tradition is the centre of life of a great region, as is the case with Naples, the existing conditions can be excessive."

Prof. Nitti is a leader in this new movement for the development of Neapolitan industries. Seizing the hour in which the city has been stirred from its torpor by the revelations of the municipal investigation, he and other patriotic men are working for the introduction of hydro-electric power into the city of Naples. The efforts of these enthusiastic but wise leaders are being watched elsewhere with the greatest interest.

What Naples does, all southern Italy will do, and if the new water power be introduced into what is so picturesquely termed "Midday Italy," one of our own national problems will feel its influence.

Last February about 9,354 Italian emigrants landed in the United States. They were chiefly from southern Italy and were most of them in search of work. Each month's record is similar.

If these people have a chance to earn their living in their own land the American problem of Italian immigration will be simplified and the United States will join with Italy in halting the beneficent influence which has brought about the change.

AT DISBROW'S HEARING.

Long Island Court Procedure—Good Ground Intensely Interested.

The examination of young Louis Disbrow accused of the murder of Clarence Foster and Sarah Ray ("Dimples") Lawrence is being conducted in the "opera house" at Good Ground, L. I. The audiences are interesting and so are the county officials.

Nothing more informal than the court proceedings could be imagined. There is no robed judge to look down majestically on the spell-bound throng, but only a little old gentleman, who is so small that he has to look up to catch any one's eye, and who at the end of each day's session is so exhausted by the labors imposed upon him by Long Island law that he has difficulty in reaching his carriage.

Down on Long Island the Judge is obliged to take all the testimony of witnesses down in long hand. He puts it in narrative form, using questions and answers when the point is an important one, and then reads it over to the witness, who has to sign it before he leaves the stand. Thus the time that it ought to take to examine a half-dozen witnesses is used up in disposing of one.

Disbrow himself sits through the proceedings with only occasional evidences of nervousness. He almost collapsed the first day of the examination, but has got his nerve back since then and returns stare for stare.

He is not an extraordinary young man in any way. He is tall and slender, with curly hair, an intelligent face, his most pronounced feature being a rather long chin.

At recess each day the entire court, prisoner, witnesses and all, repair to a nearby farmhouse for dinner. There they sit around one table and discuss together everything but the case itself.

Disbrow doesn't talk at all. No one but his counsel and the Sheriff has heard his voice since his arrest, save in an occasional laugh at some jest made at the dinner table.

The country people who, through the court room are so interested in the case that they fight every day for the front seats, so they won't lose a bit of the testimony. They comment audibly on the evidence.

At the present rate it is going to take a week or ten days to finish the examination of Disbrow, but the longer the better in the opinion of the people of the south side of Long Island. They haven't had so good a show in the opera house since the last time Long Island's historic dramatic organization, the Vernon stock company, was in Good Ground.